



JEANETTE BENNETT | Utah Valley BusinessQ

What do you feel is the perception of direct sales in this valley? And, is it accurate?

in charitable acts. Within our companies, just because of the type of people we have, we can come up with a good cause and they will get behind it.

**Wood, XanGo:** This is a momentum business. As distributors get that momentum in their organization, they feel bulletproof. They'll go out and accomplish miracles with their teams.

**Schwerdt, Nu Skin:** It's really about a lot of people doing a little bit. I think about the Nourish the Children program we started in 2002 right after the Olympics. It was a concept that the founder of the company came up with to combine entrepreneurialism with social causes. Each of our distributors voluntarily makes a commitment to buy bags of food for children. We've sold 129 million bags of food, and each of those bags feeds a child for 30 days. So are we really making a difference in the world? Absolutely.

**Bennett, BusinessQ:** Brian, I know your company may be the youngest one here, but you've already embraced a philanthropic cause. What's the connection there?

**Jackman, For Every Home:** We're raising breast cancer awareness with the "I Think Pink" campaign. When our For Every Body side did it last year, it had

a little bit of momentum. But now we have our direct sales distributors out in the field talking to their local hospitals and their local people. Hospitals are now contacting us to say they'd like to join the program. We give a local woman \$10,000 to help with breast cancer bills. Cause marketing is important to the community and to this industry.

**Bennett, BusinessQ:** I admired all of your companies before this conversation, but I'm even more impressed now. What have been some of your biggest successes as a company?

**Schwerdt, Nu Skin:** I'd have to say it's our people.

**Wood, XanGo:** That's where I would go. When we started this business six years ago, we had some aggressive financial targets, and we've accomplished many of those. What can't be measured by a business plan is the lives that are much better today because of XanGo's existence. The numbers obviously drive the engine and help us determine the direction and scope of what we can do as a company, but it gets down to the fact that we have 700 employees who have a career with us and a million distributors.

**Jackman, For Every Home:** We get e-mails from women who are saying, "My husband, for the first time in years, said something positive about my contribution to our family" or "I'm getting more recognition than ever before." The money is secondary to the opportunity to improve lives.

**Schwerdt, Nu Skin:** Most companies measure their success by their top line. But we all collectively measure our success by our distributors' bottom line. If we're not improving a distributor's financial experience or their personal product experience, we're not successful. It doesn't matter how many billion dollars your company is worth unless you are affecting people in a positive way. I think of a geography teacher in Hungary who signed up with us three years ago. He was riding a bike back and forth to school making almost nothing as a government

employee. His friend approached him about joining the business, he joined, and the check we'll send him tomorrow will be in the high five figures. He's changed his life in a huge way. But, more importantly, he's gone out and affected people in a positive way. That, for me, is more important than any top line number as a publicly traded company.

**Bentley, Young Living:** Helping people gain a new vision of themselves is important. There's also the impact our products make. Our company is very product-centric, and we feel strongly about the changes we make in people's lives from a health standpoint.

**Gappmayer, Neways:** This morning, a bunch of people were gathered around a computer at our offices. They were watching a report on an Australian Olympic athlete who had been using our products. It was interesting to see how excited a bunch of Americans were about an Australian athlete simply because of that connection. Because of this great company we're involved in, we can walk across this aisle and shake hands and say, "You are my friend, you are my family."



JOHN GAPPMAYER | Neways

What excites me the most about this industry is the sheer potential of it. It has the potential to pull countries out of Third World status ... The magnitude of what we could do and will do, I believe, is astounding.